



America's Favorite Cigarette Break

# Benson & Hedges 100's.

Menthol or Regular

## This hammock offer will keep the breaks swinging your way.

Relax. This summer, Benson & Hedges 100's is going to make life easier for you. Here's the deal: we're offering your customers our \$47 hammock for only \$27 with 2 empty packs of our cigarettes.

And our handsome hammock doesn't rest on good looks alone. It's a lazy 12 feet long, woven of sturdy cotton. We've stretched comfort further with oaken

spreaders that show off the hand webbing.

In March and April we're tying up the whole story coast to coast with full-color double spreads in McCall's, Woman's Day, Playboy, The New York Times Sunday Magazine, Family Weekly and Parade.

So take a break. Stock enough Benson & Hedges 100's, and the business will really swing your way.



The Profit Makers come from  
**Philip Morris U.S.A.**

00701-00815 R.1  
"Hammock Promotion Trade Ad"  
Pg. 4/C B1. (O)  
Drug Topics-2/25/74  
Western Confectioner & Tobacconist-Jan./Feb. '74  
Chain Store Age-March '74  
Convenience Store Journal-3/5/74  
Progressive Grocer-March '74  
Chain Store Age-March '74  
Supermarketing-March '74  
Wells, Rich, Greene, Inc.



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